

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of	)	
	)	
John Peter Johnson	)	
	)	
Serial No.:	10/554,306	) Art Unit
		) 2424
Filing Date:	October 4, 2005	)
		)
Confirmation No.:	4679	)
		)
For:	SYSTEM FOR BROADCASTING TARGETED	)
	ADVERTISEMENTS	)
		)
Examiner:	Farzana E. Hossain	)

AMENDMENT "E" AND RESPONSE TO OFFICE ACTION

Commissioner for Patents  
PO Box 1450  
Alexandria, Virginia 22313-1450

Sir:

Applicant submits this paper in response to the Office Action mailed June 8, 2011 and in conjunction with a Request for Continued Examination (RCE). Reconsideration is respectfully requested in view of the following remarks:

**Amendments to the Claims** begin on page 2 of this paper.

**Remarks** begin on page 13 of this paper.